LEO BURNETT COMPANY, *Inc.*
Ad No. 475—Req. No. 72501—Page—B&W—7 x 10 in.—Tobacco Trade, 1970 (D)
Printed in U.S.A.

New low tar cigarette from Philip Morris Research

Regular or Menthol.

Philip Morris research combined aged burley and bright tobaccos with a modern filter system (activated charcoal, acetate fibers and air injection) to give the smoker the optimum balance of flavor and filtration.

The result is a cigarette lower in tar than 95% of all cigarettes sold in the U. S. today. (New Multifilter has 14 mgs. tar. Latest F.T.C. Findings: The highest-yielding cigarette delivers 32 mgs. tar—the lowest delivers 4 mgs. tar.)*

*Look for the new Multifilter national advertising beginning April 1st—network TV and mass circulation magazines. *Independent testing service.*

MULTIFILTER®

A combination of modern filter techniques, with the taste a tobacconan could like—consider it.

2061192018

Source: https://www.industrydocuments.ucsf.edu/docs/xpgn0003

2061192018